

## **Abstract**

Title: Sport event management: Jizerská 50

Goal: The aim of the master thesis is to create proposal and suggestions for the 50<sup>th</sup> Jizerska 50 and the next upcoming event.

Methods: In this thesis was used the qualitative analysis of Jizerska 50 – form of case study, participant observation, semi-structured interview and complemented by the SWOT analysis.

Results: The result of master thesis is the set of proposals, which are based on the knowledge and results of Jizerska 50 in previous years and its SWOT analysis.

Analysis revealed the possibility of applying new variations for the 50<sup>th</sup> Jizerska 50 and the next upcoming event. Also suggestions for project management effectiveness, sponsorship and event program.

Key words: project management, cross-country skiing, organization, sport sponsorship, SWOT analysis, marketing mix.